

Customer Engagement Manager / Therapeutic Area Lead - Belgrade

Job ID
REQ-10011393
Jun 17, 2024
Serbia

Resumen

Responsible for the development, implementation and execution of marketing and operational plans that optimize brand performance and achieve brand targets for a brand or set of brands in the short and long term. Manage key accounts for dedicated therapy area to ensure successful brand performance.

About the Role

Major accountabilities:

- Interacts with all customer groups to make market observations, and identifies potential insights and market access issues
- Identifies suitable forecast analogues.
- Segments customer groups by agreed criteria.
- Identifies potential key tactical options within each component of the marketing mix.
- Creates and delivers operational plans appropriate to life cycle of the brand
- Manages patient flow from ambulatory to commissions, interacts with regional health authorities to facilitate patient flow and successfully manage key administrative processes.
- Develops and manages critical relationships with key specialists in assigned key accounts.

Key performance indicators:

- Targets achieved vs. Budget
- Quality of launch strategies and timeliness of implementation of marketing activities
- Quarterly targeted call planning, segmentation, targeting and reporting- CRM

Minimum Requirements:

- Strong key account management experience or product management experience
- At least 5 years of experience in sales/commercial functions
- Experience in Onco business set up is advantage

Skills:

- CRM (Customer Relationship Management)
- Customer Care
- Field Sales
- Key Account Management
- Multitasking Skills
- Patient Care
- Promotion (Marketing)

Languages :

- English language, both written and spoken

Why Novartis: Helping people with disease and their families takes more than innovative science. It takes a community of smart, passionate people like you. Collaborating, supporting and inspiring each other.

Combining to achieve breakthroughs that change patients' lives. Ready to create a brighter future together?

<https://www.novartis.com/about/strategy/people-and-culture>

Join our Novartis Network: Not the right Novartis role for you? Sign up to our talent community to stay connected and learn about suitable career opportunities as soon as they come up:

<https://talentnetwork.novartis.com/network>

División

International

Business Unit

Innovative Medicines

Ubicación

Serbia

Sitio

Serbia

Company / Legal Entity

RSP0 (FCRS = CH024) NPHS RO Serbia

Functional Area

Márketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

[Apply to Job](#)

Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

iframe{ width: 100%; margin-top: 3rem; } @media screen and (max-width: 767px){ iframe{ height: 30vh !important; } } @media screen and (min-width: 768px){ iframe{ height: 34vh !important; } }

Job ID

REQ-10011393

Customer Engagement Manager / Therapeutic Area Lead - Belgrade

[Apply to Job](#)

Source URL: <https://www.adacap.com/careers/career-search/job/details/req-10011393-customer-engagement-manager-therapeutic-area-lead-belgrade>

List of links present in page

1. <https://www.novartis.com/about/strategy/people-and-culture>
2. <https://talentnetwork.novartis.com/network>
3. https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Serbia/Customer-Engagement-Manager---Therapeutic-Area-Lead---Belgrade_REQ-10011393
4. https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Serbia/Customer-Engagement-Manager---Therapeutic-Area-Lead---Belgrade_REQ-10011393